

## EQUIVALENCE VARIATIONS ON BILINGUAL MOBILE PHONE SETTING

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**Abstracts:** This paper discusses equivalence on bilingual mobile phone setting. Nowadays, mobile phone has been set up to have various language choices based on its customers. The language choices are aimed to ease the customer to use its mobile phone. Almost all mobile phone factories are applied various languages choices in its mobile phone setting. However, for almost all customers, it is easily to access the setting of mobile phone in English. The familiarity of terms or commands in English are the basic reasons that customers are aware in using English rather their own language. Sometimes, the information sounds weird or irrational in using its own language. It is the reasons that certain terms or commands are not found in other languages. This can also be found in Indonesian language for mobile phone setting. The phenomena of equivalence is considered to be important besides the meaning itself. The equivalence enables customers to recognize the information or commands in the setting of mobile phone. Data source of this paper was taken from the bilingual setting of mobile phone. The product of mobile phone is oppo. The data was words and phrases in bilingual of mobile phone setting. Method of documentation is carried out to collect the data with some supporting techniques namely picture screen shoot for both English and Indonesian versions, reading attentively, note taking, and qualifying the selected data. Descriptive qualitative method is applied to describe the selected data based on the theory of equivalence. Findings show that words and phrase are commonly modified to adjust with Indonesian structure. The modification of equivalence for Indonesian and English setting on mobile phones are full equivalence and partial equivalence. The full equivalence is information of mobile phone setting that maintains the source language (SL) in terms of form and structure. While partial equivalence refers mostly to target language (TL) form and structure. In this partial equivalence, there are partial modification to TL structure or meaning and full modification that refers to adaptation of TL structure or meaning.

**Keywords:** *equivalence, setting mobile phone, English and Indonesian versions*

### INTRODUCTION

Equivalence has become an issue for bilingual text. It now turns as the major point during the process of translation from a language to other languages. Equivalence, in general, means the understanding of meaning from a text of source language (SL) into a text of target language (TL). The sameness or similarity of an expression or utterance from SL should be considered the same as in TL. To achieve the equivalence in meaning, there is often a change of form from SL into TL. The changing of form occurs since languages in the world has various background from culture, tradition, level of utterance, and for certain, the speakers.

Nowadays equivalence is a must especially when it is related to the use of information in two languages. Equivalence gives impacts of similar meaning with different form of SL into TL. In applying information or communication of bilingual, speakers must be able to have ability to know and understand the equivalence. It is because the equivalence enables the communication or information of two languages runs well. Even though, it is realized that complete equivalence is impossible to achieve regarding to characteristics and specific features of each language. However, it is major consideration for speakers to have similar meaning implication for utterance and expression they use. The consideration of knowing and understanding of equivalence in two languages results in doing communication and information smoothly and well.

For a global product, equivalence in language turns to be important thing. Most of global product uses English as their instruction. However, the product such as handphone provides a lot of languages for its global

users. It is the reasons that person is able to choose which language he uses when he operates his handphone. The setting menu enables a user to choose language that is familiar for the daily use. Today, handphone is considered as important tool of communication. Everyone has at least one or two handphones as media for communication and other activities. The highest demand of user in using their own language for operating the handphone is the cause of producer of handphone providing many languages in its tool. In these variations of languages, the equivalence must be a consideration to have similar meaning when the users use their tool in English. For the reasons, it needs special features of equivalence in other languages, for example in Indonesian. The instructions of Indonesian should have similar meaning with English. As the predicate of smartphone, customers seem to expect highly for any features of the tool. The expectation is a challenge to have equivalence with specific condition in the menu of setting in smartphone.

Equivalence is main issue in translation. It is related to the aim of translation which is to have similar implication or meaning. The implication or meaning must be similar or, at least, close to the expression or utterance in SL. When the TL has similar expression or utterance, it can be said that the translation is succeeded. The only challenge comes when it is almost impossible to have similar implication and meaning. It regards to specific features and culture referring to a language. Odero (2017) describes equivalence as main issue not only for general texts, but also for specific texts. Specific texts need special treatment in finding the equivalence when it is translated into different languages. It is not merely about the structure of a language, but it refers to specific concepts inside the texts. The specific texts are, for example, the text of law and medical when it is translated from English into Swahili language. Odero (2017) further explains texts of language that is categorized as language for special purposes as language variation in formal condition and certain codification has a purpose to communicate information with specific specialization in the level of economic, accurate, dan non ambiguity (Picht and Draskau in Odero, 2017). Odero concludes the condition as complex understanding. The complex understanding is absolute requirement in translating language text with specific purposes. It is because the specific texts have certain terminologies regarding to special context and discourse. For the situation, the ability to have equivalence between two specific texts with different languages is difficult. The difficulties are then solved with different skills and approaches proposed by a translator to have an accurate equivalence.

Equivalence can also be determined from the level of its linguistic structure. The level of linguistic structure describes the correct equivalence between two languages. Baker (1992) explains that equivalence can be achieved to some extent, however, it is influenced by variety of linguistic and cultural aspects. The variety of linguistic and cultural aspects have relation. Baker classifies level of equivalence for various linguistic structure. The level of equivalence is divided into four classifications. The classifications are namely equivalence at word level, equivalence above word level, grammar equivalence, textual equivalence, and pragmatic equivalence. Each equivalence according to Baker (1992) has its own specification. The word level is the basic understanding of linguistic level. Word and morpheme are main consideration when someone identifies the equivalence from one language to another language. As smallest unit of linguistic, Baker (1992) identifies equivalence in the level of word is willing to consider on types of gender, tense, and number. Besides, equivalence at word level also refers to aspect of existence or inexistence of similar word in the level of general words, specific words, or even word without meaning or zero meaning. Bollinger and Sears (in Baker, 1992) say that word is considered as the smallest unit of language and it is important in translation to find exact equivalence. Words are special because they have several elements of meaning such as *rewrite*. The word *rewrite* has two distinct elements namely *re* and *write* that resulted in meaning of *to write again*. For some extents like culture, it can be compared between English and Indonesian. The comparison for example the word *breakfast* in English and it is equal with phrase *makan pagi*. There is an opposite condition for the word *semangka* which is translated into *water melon* in English.

## RESEARCH METHOD

The data source of this paper was taken from setting menu of smartphone in two languages, English and Indonesian languages. The data was in the level of word and phrase levels. The two languages of instruction were taken from the smartphone of OPPO. The English is the main language of instruction, while Indonesian language is one of language choices provided by the company. The data collection method was documentation which was supported by some techniques in its collecting of data. The applied techniques were collecting two languages of instruction in smartphone menu setting, reading attentively, note taking process, selecting the data, dan finally classifying the data into more specific classification of words and phrases. The method of analyzing data was descriptive qualitative. The classified data was descriptively explained which was supported by some studies in translation especially the equivalence.

## FINDINGS AND DISCUSSION

In the findings and discussion, there are some classifications of data presented differently. General classifications are based on equivalence of words and equivalence of phrases. There are three variations on equivalence of words that are presented and two variations on equivalence of phrases.

Data in table 1 has the equivalence word to word from English to Indonesian. Even the two first data is presented with conjunction 'and', but those words express the word-to-word equivalence. The words, for example, *display & brightness* are equivalence with *layar & kecerahan* in Indonesian. While the words *sound, vibration, and silent* are equivalence in Indonesia for *suara, getaran, and diam*.

Table 1. Equivalence Word to Word

<b>BSu (English)</b>	<b>BSa (Indonesia)</b>
Display & Brightness	Layar & Kecerahan
Sound & Vibration	Suara & Getaran
Silent	Diam

The equivalence shows that for some words in English there are the equivalence in Indonesia. The meaning is similar or near-similar to SL. The near-similar meaning can be seen from *display* which is in Indonesian means *tunjukkan* or *pertunjukkan*. However, in Indonesian it applies *layar*. Even the meaning is near-similar, there is correlation between the use of *layar* to the whole context of setting menu in smartphone. Those examples of data are considered as full equivalence. The full equivalence refers to whole word in SL that is translated equivalently into TL with similar or near-similar meaning.

The table 2 data consist of variation in word to phrase in equivalence of setting menu in smartphone. The word in SL is translated into phrase in TL. It can be seen from *fingerprint* into *sidik jari* in Indonesian. While the *troubleshooting* and *instructions* are equivalent to *pemecahan masalah* and *panduan pengguna*. In table 2, the Indonesian version is in phrase for *sidik jari, pemecahan maalah, and panduan pengguna*.

Table 2. Equivalence Word to Phrase

<b>BSu (English)</b>	<b>BSa (Indonesia)</b>
Fingerprint	Sidik jari
Troubleshooting	Pemecahan Masalah
Instructions	Panduan Pengguna

The idea of equivalence from word to phrase is almost similar to word-to-word equivalence. There is modification of form to transfer the meaning. It is based on Baker (1992) said that equivalence can be achieved to some extent and having the form of word in SL into phrase in TL is one of them. One of the data, *instructions*, is even not having equivalence with *panduan – panduan* since in SL it shows plural form of *instruction*. In TL, the *instructions* has equivalent to *panduan pengguna*. It is related to the context of setting menu in smartphone.

Equivalence of full word also occurs in setting menu of smartphone. The full equivalence happens when it has relation to special or technical terms of mobile phone. Table 3 shows the data regarding to the full equivalence such as *Google, default, and Wi-Fi*.

Table 3. Equivalence Full Word

<b>BSu (English)</b>	<b>BSa (Indonesia)</b>
Google	Google
Default	Default
Wi-Fi	Wi-Fi

The treatment of each data in table 3 is different. It is regarding to the specific terms related to smartphone. However, the most important thing is the naming. It can be translated in other, for example, like *Google*. In SL and TL, it is for certain the naming of *Google* applied. Meanwhile, *default* and *Wi-Fi* are not the classification of naming. But it is difficult to have the equivalence in Indonesian. Even today, people tend to use *default* as *bawaan* in Indonesia.

Table 4 and 5 in the following present the equivalence in the level of phrase. Table 4 describes some data as part of full phrase classification. Meanwhile, the table 5 describes the data of phrase as part of

classification partial phrase equivalence. Each has its own characteristics. The equivalence of full phrase refers to equivalence in the level of phrase, structure in TL, and fully use the TL lexical choices. When it discusses partial phrase, the equivalence comes when the level of TL is also in phrase, the structure is mostly in SL, and some lexical choices are based on SL.

In table 4, there are three data in SL namely *software update*, *app management*, and *product security*. Those three are equivalence in TL into *pembaruan perangkat lunak*, *manajemen aplikasi*, and *keamanan produk*. All three data is translated equally into Indonesian language with the form of phrase.

Table 4. Equivalence Full Phrase

<b>BSu (English)</b>	<b>BSa (Indonesia)</b>
Software Update	Pembaruan Perangkat Lunak
App Management	Manajemen Aplikasi
Product Security	Keamanan Produk

Two data *app management* and *product security* have similar two-word phrase in TL. It is equivalent with *manajemen aplikasi* and *keamanan produk*. The structure of phrase in TL is relevant to Indonesian language, while all lexical choice is referring to Indonesian. Only one data is translated into three-word phrase. The phrase *software update* is equivalent into *pembaruan perangkat lunak*. The TL phrase turns as three-word phrase in accordance to match with the meaning of SL.

Equivalence partial refers to some features that maintains SL. It includes structure of phrase and lexical choices. Table 5 has the classification of equivalence partial phrase. In SL, there data of phrase *airplane mode*, *game space*, and *read schedule*. All the data is equivalent into *mode pesawat*, *game space*, and *read schedule*.

Table 5. Equivalence Partial Phrase

<b>BSu (English)</b>	<b>BSa (Indonesia)</b>
Airplane Mode	Mode Pesawat
Game Space	Game Space
Read Schedule	Baca Jadwal

Those three data in table 5 have variation in TL. The variations show as features of partial phrase equivalence. The *airplane mode* in SL is equally with *mode pesawat* in TL. In Indonesian, the information still maintains the use of *mode* rather than using other expression relevant to TL. The second data *game space* in SL is borrowed directly without any adaptation into TL and it is equal to *game space*. Maintaining structure of SL can be seen in third data of table 5. The phrase *read schedule* in SL is equal to *baca jadwal* in TL. When in TL, it is common that the structure has opposite form. But in *read schedule* phrase, it is translated into *baca jadwal* rather than *jadwal baca* which is more common in Indonesia.

## CONCLUSIONS

From the explanation above, it can be concluded that the setting menu on smartphone consists of two models of equivalence. The equivalent models are word and phrase. The dominant equivalent model in setting instruction is phrase and its variation of two-word, three-word, and more than three-word phrase. The words in setting menu have variations of equivalence namely word-to-word, word to phrase, and full SL word equivalence. Meanwhile, the phrase has two classifications. The classifications are full phrase and partial phrase. The full phrase is adopted the equivalence in the level of TL and the partial phrase is maintaining the structure and words of SL.

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